



MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # **041-2016**

LETTER TO COMMISSION

TO: Mayor Philip Levine and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: January 29, 2016

SUBJECT: Special Events – Venue Inventory Pilot Program

The City's Special Event Requirements and Guidelines provide limitations on the number of event permits private commercial venues, including hotels, can host in a calendar year. The current allowance is for five (5) event permits that solely serve the property. However, venues are allowed (and often are required) to obtain additional event permits during prescribed "City-wide" periods, including Art Basel, New Year's Eve, Wine & Food Festival, Winter Music Conference, etc. Such "City-wide" event permits do not count towards the venue's annual allotment, thus enabling properties to obtain many more event permits annually. As well, once a venue has exhausted its allotment, they may seek approval from the City Manager for additional event permits on a case by case basis, with the venue's code and payment history the typical determining factors in approval.

With the Miami Beach Convention Center, a major driver for hotel and other venue business, under construction for the next two and a half years that limits and reduces annual and new convention business, hotels and other venues are exploring ways to book business to replace convention business which may require event permitting beyond the venue's customary uses. It is with this in mind that I have initiated a two year pilot program (2016-2017) to expand the annual venue limit to seven (7) special event permits, beyond the exempted "City-wide" periods. This initiative is widely supported by the hotel venues and the Miami Beach Chamber of Commerce. The City will continue to be mindful of traffic and other impacts to the community, as well as the availability of City resources to satisfactorily manage such events, in the determination of approving such event permits.

Please feel free to contact me with any questions.

C: Kathie G. Brooks, Assistant City Manager
Max A. Sklar, Tourism, Culture, and Economic Development Director
Graham Winick, Film and Events Production Manager

JLM/KGB/MAS/GW